

ORDER



Orders
Order / Rev: 68805
Alt Order #: 9853139
Product Desc: Bob Casey for Senate
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: HH
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	58	\$29,120.00	\$24,752.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	58	\$29,120.00	\$24,752.00	0.00
Totals	58	\$29,120.00	\$24,752.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$325.00			0.00			
2	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$150.00			0.00			
3	WHP	10/30/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$110.00			0.00			
N 4	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5			\$125.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	M-F 6p-630p News		6p-630p	MTWThF----	:30		(\$125.00)		0.00	NM		
			See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]												
	4	WHP	10/30/12-11/05/12	M-F 6p-630p News		6p-630p	MTWThF----	:30		(\$125.00)		0.00	NM		
			See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]												
5	WHP	10/30/12	11/05/12		CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00

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Advertiser: Casey/D/Senate
 Product Desc: Bob Casey for Senate
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5p-530p News CBS 21 News at 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$110.00		0.00						
N 6	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	7	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]	730p-8p		MTWThF----	:30		(\$450.00)		0.00	NM		
2	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]	730p-8p		MTWThF----	:30		(\$450.00)		0.00	NM		
3	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.6 [No Avail]	730p-8p		MTWThF----	:30		(\$450.00)		0.00	NM		
4	WHP	10/30/12-11/05/12		M-F 730p-8p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]	730p-8p		MTWThF----	:30		(\$450.00)		0.00	NM		
6	WHP	10/30/12-11/02/12		M-F 730p-8p Ⓜ MG for 6.3 10/31 [MG within Flight]	730p-8p		-TWThF----	:30		\$450.00		0.00	NM		
7	WHP	11/05/12-11/05/12		Mon Reg 3 Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]	10p-11p		M-----	:30		\$2,250.00		0.00	NM		
8	WHP	11/05/12-11/05/12		M-F 730p-8p Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]	730p-8p		M-----	:30		\$800.00		0.00	NM		
9	WHP	11/05/12-11/05/12		M-F 7p-730p Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]	7p-730p		M-----	:30		\$700.00		0.00	NM		
10	WHP	10/30/12-11/02/12		M-F 6a-7a News Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]	6a-7a		-TWThF----	:30		\$70.00		0.00	NM		
11	WHP	10/30/12-11/02/12		Late Late Show Ⓜ MG for 7.1,7.3,24.2,17.1,4.4,4.1,6.2,6.1,6.4 [Approved by Buyer]	1235a-135a		-TWThF----	:30		\$20.00		0.00	NM		
N 7	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 7p-730p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]	7p-730p		MTWThF----	:30		(\$400.00)		0.00	NM		
3	WHP	10/30/12-11/05/12		M-F 7p-730p See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]	7p-730p		MTWThF----	:30		(\$400.00)		0.00	NM		
8	WHP	10/30/12	11/05/12	Sa Prime Access Rotato Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	2		\$135.00		0.00						
9	WHP	10/30/12	11/05/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-T-----	1		\$1,800.00		0.00						
10	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Flight Dates: 10/30/12 - 11/06/12

Advertiser: Casey/D/Senate
Product Desc: Bob Casey for Senate
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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-----S		1			\$1,000.00	0.00					
11	WHP	10/30/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	----F--		1			\$900.00	0.00					
12	WHP	10/30/12	11/05/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	----F--		1			\$1,000.00	0.00					
13	WHP	10/30/12	11/05/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	---T---		1			\$1,400.00	0.00					
14	WHP	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-T-----		1			\$1,600.00	0.00					
15	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	---T---		1			\$1,700.00	0.00					
16	WHP	10/30/12	11/05/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	---T---		1			\$1,400.00	0.00					
N 17	WHP	10/30/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	M-----		1			\$1,300.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WHP	10/30/12-11/05/12	Mon Reg 3		10p-11p	M-----	:30	(\$1,300.00)	0.00	NM				
	See MG 6.7,6.8,6.9,6.10,6.11														
	[No Avail]														
18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	M-----		1			\$1,500.00	0.00					
19	WHP	10/30/12	11/05/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	--W----		1			\$1,100.00	0.00					
20	WHP	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-----S		1			\$1,200.00	0.00					
21	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-----S		1			\$1,800.00	0.00					
22	WHP	10/30/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-----S		1			\$1,200.00	0.00					
23	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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Advertiser: Casey/D/Senate
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23	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5			\$150.00	0.00				
N24	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$140.00	P-2	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5			\$140.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/30/12-11/05/12		Letterman			1135p-1235a	MTWThF----	:30	(\$140.00)		0.00	NM		
		See MG 6.7,6.8,6.9,6.10,6.11 [No Avail]													
25	WHP	10/30/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S			1			\$150.00	0.00				
													Totals	58	\$29,120.00